

Look for the coupon in every sack of

## EMPRESS FLOUR

Scientifically milled under Larabee's German Process. We have arranged with the Barnett Amusement Co. to honor those coupons at the Crystal or Pastime Theaters beginning now and good until December 15th, 1913. Each coupon admits one. GROSS, KELLY & COMPANY

Lemp's Falstaff and Draught Beers are the choicest products of the brewer's art. A trial will convince you.

**Consolidated Liquor Company**  
Albuquerque, New Mex.

## Crescent Hardware Co.

STOVES AND RANGES  
PRACTICAL PLUMBERS AND TINNERS  
AGENTS FOR  
Marah Simplex and Advance Duplex Steam Pumps  
218 West Central Avenue Phone 318

## BOOKBINDERS

BULING, SPECIAL FORMS OF ALL KINDS.  
**ALBRIGHT & ANDERSON**  
PRINTERS, BINDERS, STATIONERS.  
208-210 West Gold Avenue Phone 440

## COAL COAL

**MATT BROWN**  
Dealer in Coal and Wood, has for sale in any quantity Gellup Lump and Stove Coal, Steam and Nut, Carriage Lump, Stove and Nut.  
**WOOD**  
Sieve and Cord Wood, Native Kindling. Prompt delivery to any part of the city.  
PHONE 912 - 402 N. FIRST  
Hugh Trotter's Old Yard, Albuquerque, N. M.

JUST RECEIVED—XMAS STOCK OF  
**Navajo Rugs and Curios**  
**WRIGHT'S TRADING POST**  
One of the Show Places of the City. Third and Gold.



### "How to Buy a Man's Hat"

"Find the size marked on the band of his present hat. Tell us whether he is tall, short, slim, or fleshy, and we will help you select a late style that will be most becoming to him."

Mail orders delivered free

**E. L. Washburn Co.**

## CRYSTAL Today

"THE GUNMAKER OF MOSCOW"  
Two-Reel Edison Feature.

"PATHE WEEKLY NO. 71"

"CIRCUMSTANTIAL HERO"  
"THE SOMNAMBULIST"  
Biograph Comedies.

High Class Licensed Pictures and Exclusive Service.

## PASTIME Today

"THE GREEN-EYED MONSTER OF JEALOUSY"  
Pathe Two-Reel Feature.

"BETTY IN THE LION'S DEN"  
Vitascope.

"SOPHIE'S HERO"  
S and A Western Comedy.

High Class Licensed Pictures and Exclusive Service.

## LYRIC THEATER

PROGRAM FOR WEDNESDAY AND THURSDAY

### "OVER THE CLIFFS"

Great Three-Reel Feature (Edna)

### "When Roaring Gals Got Suffrage"

Frontier Comedy  
By Old Albuquerque Company

Pictures Change Sunday, Monday, Wednesday and Friday.

### "ALL FIRST RUN PICTURES"

BRACELET WATCHES  
at \$3.50, 8.00, 15.00 up to 75



Your last opportunity to buy Fine Diamonds at Reasonable Prices. Our 30 years' experience enables us to offer you Guaranteed Diamonds at absolutely the lowest prices "stone for stone" they can be sold for anywhere.

Diamond Brooches,  
Diamond Lavallieres,  
Diamond Sleeve Buttons,  
Diamond Scarf Pins,  
Diamond Lockets,  
Diamond Tie Clasps

Diamond Rings with Fine White Perfect Cut Solitaire Diamonds at \$5.00, \$10.00, \$15.00, \$25.00, \$50.00, \$100.00 and up, and every one exchangeable at full value for other diamonds or jewelry at your pleasure. Diamonds will certainly cost more the coming year.

Men's Watches,  
Boys' Watches,  
Ladies' Watches,  
Jewelry,  
Bracelets,  
Rosaries,  
Toilet Sets,  
China Clocks,  
Cut Glass,  
Canes,  
Umbrellas,  
Silverware, etc.

Call and see us, we will make your Xmas shopping pleasant and profitable.

ESTD 1883  
**Everitt**  
THE DIAMOND PALACE  
RELIABLE  
WATCHMAKERS & JEWELERS  
107 W. CENTRAL AVE.  
ALBUQUERQUE, N. M.

ESTD 1883  
**Everitt**  
THE DIAMOND PALACE  
RELIABLE  
WATCHMAKERS & JEWELERS  
107 W. CENTRAL AVE.  
ALBUQUERQUE, N. M.



## Christmas Footwear

What shall I give for Christmas? This is always the problem of the Christmas Season. We come to your rescue and say—

### GIVE FOOTWEAR.

Our Shoes and Slippers make the most practical and the best appreciated presents you can find.

#### FOR MEN.

Dress Shoes, Street Shoes, Work Shoes, Outing Shoes, Slippers, Romeos, Rubbers, Rubber Boots, etc.

#### FOR WOMEN.

Dress Shoes, Street Shoes, Comfort Shoes, Dress Slippers, Boudoir Slippers, Felt Slippers, Julietts, Rubbers, etc.

#### FOR THE CHILDREN.

Dress Shoes, School Shoes, Storm Shoes, Slippers, Rubbers, etc.

We will make any exchange after Christmas and do it with the greatest pleasure.

#### FOR RENT.

Four-room house at 210 South High. Inquire J. W. Hall, 910 North First Street.

#### C. B. CONNER, M. D., D. O.

Osteopathic Specialist. I treat all curable diseases. Office Stern Bldg. Phones 685 and 325.

## GIVE A BOOK

Occasionally a timely book changes the course of history.

### BUY A BOOK FOR

THE CHILD,  
THE YOUNG GIRL,  
THE YOUNG MAN,  
THE MIDDLE-AGED,  
THE OLD.

We have this year the biggest stock of books that ever came to Albuquerque. See our 50c SPECIAL.

Leather bound, gold-top, regular \$1 value.

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## STRONG'S BOOK STORE

"Your Money Back If You Want It."

## FAMILY LIQUOR HOUSE

C. A. GRANDE, Prop.  
Sole agents for San Pedro Line and Charcoal.  
Out-of-town orders promptly filled.  
Furnished rooms by week or month in our line.  
PHONE 792  
205 N. BROADWAY.

You can save money on  
GENUINE PARISIAN  
IVORY  
at

**WILLIAMS DRUG CO.**  
307 West Central  
Phone 789

## SPRINGER TRANSFER

HAUL—ANYTHING

SIZE THIS UP, and  
Phone 138.

A number of our friends acquire every day if we sell to family trade. YES, and we carry a stock of imported and Domestic Whiskies, Wines and Cordons that would be a credit to a San Francisco or Chicago house. Call and investigate for yourself.

No bar; no drinking on the premises. The most courteous treatment accorded ladies and gentlemen.  
**CONSOLIDATED LIQUOR CO.**  
Corner First Street and Copper Avenue.

M. GEORGE will call at your home with a fine selection of Handmade Laces and Embroideries. Everything in Ladies' and Babies' Wearing Apparel. ALL KINDS OF HANDMADE HOUSEHOLD LINENS. Just what you want for CHRISTMAS GIFTS. PRICES REASONABLE. Also for Wedding Gifts. Look them over, it will cost you nothing. Phone 1725.

**NOW OPEN.**  
**DRUMMER BOWLING ALLEY**  
Best Equipped Bowling Alley West of Chicago.  
205 West Gold Ave.

**ROMERO AD SIGN CO.**  
SIGNS  
405 W. Central.  
Phone 461.

**CALL 47**  
For parcel and baggage delivery Sunday and night calls; Phone 1479  
Albuquerque Parcel Delivery.  
Vidal de Mauro, Prop.

**DUKE CITY CLEANERS**  
We clean hats, men and women's clothing, rugs, curtains, draperies, etc. 229 West Gold. Phone 446.

Promptness Our Motto

**BILL'S SHOP**  
CLEANING AND PRESSING OF LADIES' and GENTLEMEN'S CLOTHES.  
Zeller Bros. Prop.  
215 S. Second St. Phone 480.  
"We Clean 'Em Clean."  
Goods Called for and Delivered.

## What Shall I Give?

### Men's Clothing—

Hart Schaffner & Marx make. Suits and overcoats; \$18 and up. Full dress and Tuxedo suits, \$25.

### House Coats—

You couldn't go wrong in selecting a nice house coat or bath robe for a man. Here's a fine lot of them at \$2.50 and up.

### Fancy Waist Coats—

Most any man would like to have a good waistcoat; better look these over before you make your purchases.

### Belts and Suspenders—

A great variety from 25c up.

### Christmas Boxes—

For your convenience we make up little sets of men's furnishings in boxes; tie hose, handkerchiefs, suspenders; it gives you a nice variety; whatever you want in a box, not just the ordinary assortment; makes a very useful present.

### Leather Goods and Slippers—

A collar bag, a necktie or a handkerchief case makes an excellent gift; a suit case, toilet case for traveling; Pullman slippers that fold up in a small case; lots of inexpensive things in leather.

### Men's Jewelry—

Cuff links, studs—pearl or gold. Scarf pins, 50c and up.

### Shirts—

Full Dress Shirts—Night Shirts—Pajamas. A complete line, from the lowest prices that are good to the finest.

### Sweaters—

Sweater Coats—Mufflers. Fine things for men and boys. Sweaters \$1.50 and upward; mufflers, both silk and wool, some knit, 50c and up.

### Neckwear—

Four-in-hands; bows; silk knit ties; everything you could possibly desire; 25c to \$2.00.

### Gloves—

All kinds of gloves. If he drives a car, get him a good pair of gauntlets. Here are dress gloves, street gloves, lined gloves; \$1 and upward. Boys' gloves, 50c and 75c.

### Hosiery—

A special Christmas line; everything from a good substantial twenty-five cent sock to the finest grade of pure silk hose; single pairs or by the box. Fine silk hose, 50c. We have some excellent guaranteed hosiery.

### Handkerchiefs—

Some fine linen handkerchiefs at 15c and up. A nice box of them always makes an acceptable present. Here are plain whites and colors with hems of various widths. Initials if you want them.

### Boys' Suits, Reefers and Overcoats—

Sizes 2 to 17 years. Prices \$4.00 up. A complete line. We have assembled what we believe to be the best stock of Holiday Goods ever shown in this city and if you will call in and see us, you will be surprised how easy it is to get a suitable present at a reasonable outlay.

**SIMON STERN,**

(INCORPORATED)

## CHRISTMAS CARDS

To Accompany the  
**Santa Fe Trail Magazine**  
To Your Friend

We have these cards on hand now. They are on beautiful paper. They are beautifully printed—in colors. Here is a rough sketch of the card, showing the wording:

December 1913.

Dear \_\_\_\_\_

The Santa Fe Trail Magazine will come to you during the year 1914 as a Christmas gift. Marking, as it does, the beginning of a literature for New Mexico and the Southwest, I am sure that you will enjoy it. May its good, wholesome, interesting pages inform you of this wonderful region, and remind you often of your \_\_\_\_\_.

### What Nicer Christmas Gift?

Call up PHONE 417 and give us directions for filling out one of these beautiful, dainty cards—or, if you live out of town—Fill out the one above and mail it to us with \$1.50. Who knows? Perhaps it will be a subtle influence, that, before the new year is out, will lead your friend to this good New Mexico Country.

**ONLY \$1.50**

**SANTA FE TRAIL PUBLISHING CO., Inc.**

Phone 417. N. T. Armijo Building. Albuquerque, N. M.

READ THE EVENING HERALD'S CHRISTMAS ADS.